

# EASTERN ARIZONA COLLEGE

## Desktop Publishing

Course Design  
2017-2018

### Course Information

**Division** Business  
**Course Number** AIS 240  
**Title** Desktop Publishing  
**Credits** 3  
**Developed by** Dana Barnett  
**Lecture/Lab Ratio** 2 Lecture/2 Lab  
**Transfer Status**

ASU	NAU	UA
GIT Dept. Elective	Elective Credit	Non Transferable

**Activity Course** No  
**CIP Code** 52.0400  
**Assessment Mode** Pre/Post Test (50 Questions/100 Points)  
**Semester Taught** Fall  
**GE Category** None  
**Separate Lab** No  
**Awareness Course** No  
**Intensive Writing Course** No

### Prerequisites

None

### Educational Value

Desktop publishing greatly reduces the cost of publishing documents, combines the roles of page designer and typesetter, offers immediate results, and allows control of production from start to finish. Students who are proficient in word processing skills will expand the use of those word processing skills creating professional desktop publishing documents.

### Description

Emphasizes basic to intermediate skills in desktop publishing through a variety of modern, real-life activities using current versions of Microsoft Publisher and Microsoft Word. Students will develop skills in making design and typography decisions, handling multi-column documents, inserting and editing graphics, and creating styles and charts. Students will create a portfolio of business documents to demonstrate mastery. Word processing skill is needed. Identical to CMP 240.

### Supplies

None

## **Competencies and Performance Standards**

### **1. Understand the desktop publishing process.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Define desktop publishing.
- b. Plan and design documents.
- c. Create focus, balance, and proportion in documents.
- d. Achieve contrast, consistency, and directional flow in documents.
- e. Apply guidelines for color.
- f. Format text with Quick Styles and Themes.
- g. Insert Building Blocks (Quick Parts) and SmartArt.
- h. Use Live Preview.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o in the completion of terminology tests
- o in the completion of performance assessment tests.

*Criteria - Performance will be satisfactory when:*

- o learner defines desktop publishing
- o learner plans and designs documents.
- o learner creates focus, balance, and proportion in documents
- o learner achieves contrast, consistency, and directional flow in documents
- o learner applies guidelines for color
- o learner formats text with Quick Styles and Themes
- o learner inserts Building Blocks (Quick Parts) and SmartArt
- o learner uses Live Preview

### **2. Prepare internal workplace documents.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Define basic typography.
- b. Apply desktop publishing guidelines.
- c. Apply Themes, Quick Styles, and Style Sets.
- d. Add symbols and special characters.
- e. Use Word's Cover Page feature.
- f. Insert predesigned Building Blocks.
- g. Use Content Controls.
- h. Create documents using templates and wizards.
- i. Insert images and create watermarks.

### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o in the completion of terminology tests
- o in the completion of performance assessment tests

*Criteria - Performance will be satisfactory when:*

- o learner defines basic typography
- o learner applies desktop publishing guidelines
- o learner applies Themes, Quick Styles, and Style Sets
- o learner adds symbols and special characters
- o learner uses Word's Cover Page feature
- o learner inserts predesigned Building Blocks
- o learner uses Content Controls
- o learner creates documents using templates and wizards
- o learner inserts images and creates watermarks

### **3. Create letterheads, envelopes, and business cards.**

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Produce letterheads, envelopes, and business cards using Word features.
- b. Identify the purpose of a letterhead.
- c. Customize a Word letterhead template.
- d. Use the Text Boxes Style Gallery and Change Shapes, Shape Fills, and Shape Outlines.
- e. Insert WordArt.
- f. Customize envelopes and labels.
- g. Create, save, and insert Quick Parts (Building Blocks).
- h. Kern character pairs.
- i. Adjust letter spacing (tracking) and line spacing (leading).

#### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o in the completion of terminology tests
- o in the completion of performance assessment tests

*Criteria - Performance will be satisfactory when:*

- o learner produces letterheads, envelopes, and business cards using Word features
- o learner identifies the purpose of a letterhead
- o learner customizes a Word letterhead template
- o learner uses the Text Boxes Style Gallery and Change Shapes, Shape Fills, and Shape Outlines
- o learner inserts WordArt
- o learner customizes envelopes and labels
- o learner creates, saves, and inserts Quick Parts (Building Blocks)

- o learner can kern character pairs
- o learner adjusts letter spacing (tracking) and line spacing (leading)

#### 4. **Create personal documents.**

##### **Learning objectives**

*What you will learn as you master the competency:*

- a. Group objects.
- b. Save text as Quick Parts.
- c. Access the Developer tab.
- d. Insert a date picker content control.
- e. Protect documents.
- f. Create documents on odd-sized paper.

##### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o in the completion of terminology tests
- o in the completion of performance assessment tests

*Criteria - Performance will be satisfactory when:*

- o learner groups objects
- o learner saves text as Quick Parts
- o learner accesses the Developer tab
- o learner inserts a date picker content control
- o learner protects documents
- o learner creates documents on odd-sized paper

#### 5. **Create promotional documents such as flyers and announcements.**

##### **Learning objectives**

*What you will learn as you master the competency:*

- a. Produce promotional documents such as flyers and announcements.
- b. Review and apply design concepts.
- c. Use page color and change page orientation.
- d. Adjust letter spacing (tracking) and line spacing (leading).
- e. Use Microsoft Clip Organizer.
- f. Use Word's tables feature to guide the layout of design elements.
- g. Apply Picture Effects-Shadow, Reflection, Glow, Soft Edges, Preset, and 3-D Rotation.
- h. Understand graphic formats and color terminology.
- i. Edit images in Word.

##### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o in the completion of terminology tests

- o in the completion of performance assessment tests

*Criteria - Performance will be satisfactory when:*

- o learner produces promotional documents such as flyers and announcements
- o learner reviews and applies design concepts
- o learner uses page color and changes page orientation
- o learner adjusts letter spacing (tracking) and line spacing (leading)
- o learner uses the Microsoft Clip Organizer
- o learner uses Word's tables feature to guide the layout of design elements
- o learner applies Picture Effects-Shadow, Reflection, Glow, Soft Edges, Preset, and 3-D Rotation
- o learner understands graphic formats and color terminology
- o learner edits images in Word

## **6. Create brochures and booklets.**

### ***Learning objectives***

*What you will learn as you master the competency:*

- a. Produce promotional documents such as a letter-fold (trifold) brochure, single-fold brochure, and book fold membership directory.
- b. Review and apply design concepts.
- c. Evaluate folds.
- d. Use columns and text boxes as underlining design.
- e. Change and save a custom Quick Style set.
- f. Print on both sides using a manual or automatic duplex option (printer dependent).
- g. Save documents in PDF format.
- h. Print a brochure measuring 8 ½ by 14 inches.
- i. Insert a chart and SmartArt object into a brochure.

### ***Performance Standards***

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o in the completion of performance assessment tests

*Criteria - Performance will be satisfactory when:*

- o learner produces promotional documents such as a letter-fold (trifold) brochure, single-fold brochure, and book fold membership directory
- o learner reviews and applies design concepts
- o learner evaluates folds
- o learner uses columns and text boxes as underlining design
- o learner changes and saves a custom Quick Style set
- o learner prints on both sides using a manual or automatic duplex option (printer dependent)
- o learner saves documents in PDF format
- o learner prints a brochure measuring 8 ½ by 14 inches
- o learner inserts a chart and SmartArt object into a brochure

## 7. Create specialty promotional documents.

### **Learning objectives**

*What you will learn as you master the competency:*

- a. Create specialty promotional documents.
- b. Review and apply design concepts.
- c. Create lines on which you can type.
- d. Create lines that align.
- e. Insert field codes.
- f. Create a data source and merge data.
- g. Create crop marks.

### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o contents of portfolio

*Criteria - Performance will be satisfactory when:*

- o learner creates specialty promotional documents
- o learner reviews and applies design concepts
- o learner creates lines on which you can type
- o learner creates lines that align
- o learner inserts field codes
- o learner creates a data source and merges data
- o learner creates crop marks

## 8. Create basic elements of a newsletter.

### **Learning objectives**

*What you will learn as you master the competency:*

- a. Create newsletters from scratch.
- b. Review and apply design concepts.
- c. Use columns in newsletters.
- d. Create, modify, and apply styles.
- e. Improve readability of newsletters.
- f. Adjust tracking and leading.
- g. Use Windows Photo Gallery.
- h. Use Windows Fax and Scan.

### **Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o contents of portfolio

*Criteria - Performance will be satisfactory when:*

- o learner creates newsletters from scratch
- o learner reviews and applies design concepts

- o learner uses columns in newsletters
- o learner creates, modifies, and applies styles
- o learner improves the readability of newsletters
- o learner adjusts tracking and leading
- o learner uses Windows Photo Gallery
- o learner uses Windows Fax and Scan

**9. Use design elements to enhance newsletters.**

***Learning objectives***

*What you will learn as you master the competency:*

- a. Define and create design elements that enhance newsletters.
- b. Create headers and footers.
- c. Insert a table of contents into a newsletter.
- d. Create a masthead.
- e. Insert Quick Parts for sidebars and pull quotes.
- f. Define and create kickers and end signs.
- g. Insert a jump line.
- h. Add captions to pictures.

***Performance Standards***

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o contents of portfolio

*Criteria - Performance will be satisfactory when:*

- o learner defines and creates design elements that enhance newsletters
- o learner creates headers and footers
- o learner inserts a table of contents into a newsletter
- o learner creates a masthead
- o learner inserts Quick Parts for sidebars and pull quotes
- o learner defines and creates kickers and end signs
- o learner inserts a jump line
- o learner adds captions to pictures

**10. Create Web Pages and forms.**

***Learning objectives***

*What you will learn as you master the competency:*

- a. Create a Web home page with bookmarks and hyperlinks.
- b. Apply basic desktop publishing concepts to the layout and design of a Web page.
- c. Use Document Location to access the Internet or other files.
- d. Create forms using form fields and content controls.
- e. Create forms using Legacy Tools.
- f. Save and protect a form as a template.

- g. Create a Web form.

**Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o contents of portfolio

*Criteria - Performance will be satisfactory when:*

- o learner creates a Web home page with bookmarks and hyperlinks
- o learner applies basic desktop publishing concepts to the layout and design of a Web page
- o learner uses Document Location to access the Internet or other files
- o learner creates forms using form fields and content controls
- o learner creates form using Legacy Tools
- o learner saves and protects a form as a template
- o learner creates a Web form

**11. Use Microsoft Publisher.**

**Learning objectives**

*What you will learn as you master the competency:*

- a. Create a flyer, a trifold brochure, and a newsletter.
- b. Determine when to use Word and when to use Publisher.
- c. Apply desktop publishing design concepts.
- d. Customize templates.
- e. Save files in different formats

**Performance Standards**

*Competence will be demonstrated:*

- o in the completion of instructor assigned exercises
- o contents of portfolio

*Criteria - Performance will be satisfactory when:*

- o learner creates a flyer, a trifold brochure, and a newsletter
- o learner determines when to use word processing software and when to use desktop publishing software
- o learner applies desktop publishing design concepts
- o learner customizes templates
- o learner saves files in different formats

**Types of Instruction**

Internet Based Instruction using WebStudy

Simulated or Actual Work Experience



***Grading Information***

***Grading Rationale***

Exams = 40%

Exercises = 50%

Final (Post Test) = 10%

***Grading Scale***

A 100-90%

B 89-80%

C 79-70%

D 69-60%

F Below 60%